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ABSTRACT

The objective of this study was to obtain an overall evaluation of hotels and motels with specific emphasis on the industry's image as an employer among the general public. Findings are based on a personal interview research survey conducted among 994 men and women 18 years of age and over, and among 622 teenagers living in private households in the United States. An advanced probability sampling technique was used so that the results could be generalized to the total U.S. population of adults and teenagers. Overall, the lodging industry enjoys a favorable image, having no prominent negative points. Although there is some criticism of high prices, 74 percent feel that "good value" is received for the money. Teenagers tend to have a more favorable image than do adults. (Author/GEB)

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THE LODGING INDUSTRY'S IMAGE

How the Adults and Teenagers View Hotels and Motels as Employers and Overall

AH&MA

A Research Study Conducted for

THE AMERICAN HOTEL & MOTEL ASSOCIATION

OPINION RESEARCH CORPORATION
Research Park • Princeton, New Jersey

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ABOUT THE STUDY

Findings in this report are based on a personal interview research survey conducted among 994 men and women 18 years of age and over, and among 622 teenagers (12-17 years of age) living in private households in the continental United States. Interviewing was completed during the period August 13-September 10, 1969, by members of the ORC Caravan Surveys national interviewing staff. All interviews were conducted in the homes of respondents.

Purpose of The Study

Briefly, the objective of the study was to obtain an overall evaluation of hotels/motels with specific emphasis on the industry's image as an employer among the general public.

Sampling

The most advanced probability sampling techniques were used in the design and execution of the sample plan. The results, therefore, may be projected to the total U.S. population of adults, 18 years of age and over, and teenagers, 12 through 17 years of age.

Only one adult interview was taken per household, regardless of the number of people 18 years of age and over in the household. In teenager households, only one teenager was interviewed, regardless of the number of 12 through 17 year olds in the household. In the adult sample, weights were introduced to compensate for differences in size of household and for variations in completion rates among regions of the country. In the teenage sample weights were introduced in the tabulations to compensate for differences in the probabilities of selection of teenagers in each of the sample households.

The Technical Appendix at the end of the report describes in detail the sampling methods and other procedures employed in the survey. Also described are characteristics of the sample.

SUMMARY OF FINDINGS

Overall, the lodging industry enjoys a generally favorable image largely related to the way it satisfies the traveler's needs for a place to stay.

The image is of course more favorable among the hotel/motel users than nonusers. However, even among the nonusers there are no prominent negatives; the opinion of this group reflects generally lack of familiarity with the industry.

The favorable ideas most prominently identified with the hotel/motels are those reflecting service to the traveler:

comfortable place to spend the night
convenient location
good and courteous service.

Less prominently selected to describe the industry are these statements which in a sense describe hotels and motels as more than just a good bed for the traveler's night.

A good place to take the whole family.

A good place to go for relaxation or entertainment on the weekend.

Provides a center for community activities as well as a place for the traveler to spend the night.

Offers some of the best food in town.

However, all the favorable statements tested received a higher vote than any of these negatives, none of which are chosen by more than one in five as descriptive of hotels and motels:

Mainly for people with a lot of money to spend.
Too much tipping is required.
A place where there is too much drinking and partying.

Though there is some volunteered criticism of high prices, a large majority of the public (74%) say hotels and motels give "good value" for the money compared with the price of other products and services today. Nonusers give only slightly lower rating on the matter of value for the money than do the users.

Hotel and motel employees are most frequently described as:

Friendly, helpful
Get along well with people
Interested in being of service
Gracious and courteous

Employees are rarely cited as being sophisticated, humble or servile, influential in the community or hard-drinking and high-living.

Teenagers tend to have a slightly more favorable image of hotel/motel employees than do adults. A comparison of the image by teenagers and adults reveals significant differences on four items: teenagers are even more likely to view employees as interested in being of service, friendly and helpful, able to get along well with people, and lively and pleasant.

The hotel/motel industry is considered an "average place to work" by both adults and teenagers.

Judging results from other studies among youth, careers in the lodging industry are much less attractive for youth than leading manufacturing industries such as chemicals, electronics, auto, etc.

Youth place high importance to challenging work and opportunities to advance and evidently do not see those available in the hotel/motel industry.

Two separate groups where there is some tendency toward above average interest in careers in the lodging industry:

Those most likely to be interested in lower level jobs are more likely to come from families with incomes under $7,000 and are also likely to be teenagers who plan to go to work after high school.

The second group are the more likely candidates for managerial positions who are going on to college and come from upper income families.

IMPLICATIONS

The American Hotel & Motel Association should be pleased with the results of this study insofar as they reflect a generally favorable level of satisfaction with hotels/motels, particularly in meeting the travelers' needs for a place to stay. Favorable image dimensions far outweigh the negative ones.

The task facing the industry is not one of overcoming negative stereotypes, rather it is gaining a greater level of familiarity among the nonusers of the advantages commerical lodging has to offer.

For the nonuser group (and also the users to some extent) there is a need to help them visualize hotels and motels as more than a "good bed for the night," as will be discussed later. This rules out patronage of other than the frequent traveler who is already largely sold on the merits of the industry.

However, favorability toward hotels/motels as places to stay does not appear to aid the industry's image on providing opportunities for a career.

Although the image of hotel/motel as an employer is not decidedly unfavorable, it is certainly not flattering. The common attitude among the general public, "Well, it's all right for some people, but I wouldn't like it," is damning for recruiting purposes, particularly among young people.

Aside from seeking to raise the level of familiarity among the nonusers, the second major challenge is to convince young people that the industry does have certain attractions that make it more than an "average" employer. The opportunity for a career "working with people" would appear the best single theme the industry has to offer. This is believable and satisfies a value that many young people have.

We suggest a number of specific steps which could be considered in the following areas:

Public Relations

The belief of a large majority of people that a hotel/motel is mainly a place for the traveler to spend the night precludes a sustained high level of usage for other purposes such as a place to dine or a place for meetings and community activities; however, since a great many hotels/motels are small and offer only sleeping facilities, it is not surprising that people do not associate community leadership centers for community activities, and "the best food in town," and entertainment with them.

The industry cannot deny the reality -- that indeed there are many small hotel/motel units which may not provide good career opportunities, community activity, outstanding food, etc. -- if there is to be credence in other statements that the AH&MA may wish to make later.

Perhaps it needs to be admitted that while there are still many "mom and pop" motels, the trend in the industry is toward modern, large, well-equipped facilities which are changing the character of the industry.

As one way of enhancing its employer image, the AH&MA may wish to consider greater emphasis on hotels/motels as part of the burgeoning "travel" industry. This has a more vital connotation as well as bringing to mind the romance of far away places and capitalizing on the massive advertising of the airline industry as well as that of leading nationwide hotel or motel chains.

Possibly the larger hotels and motels could encourage more people to patronize their facilities by offering sightseeing tours in a package with room accomodations. This, of course, is common practice for group travel and European travel. The AH&MA might collaborate with some of its leading members to encourage development of more package sightseeing group or weekend tours for couples or families.

> Many possible tours come to mind: Williamsburg, coast of Maine, state fairs, historic homes, golf, local football weekends, restaurant tours, etc.

> Promotion for such weekend sightseeing could emphasize getting away from it all, a change of scene, let us take care of your household chores. Inclusive rates could allow for meals, rooms, tips, car rental or bus fares. Special walking tour brochures for local areas could be published and on hand at hotel/motel desks.

Although some major resort hotels do this type of promotion already, we suggest that AH&MA encourage this type of promotion for smaller units in conjunction with Chambers of Commerce, local city buslines, and other local civic groups. To the extent that local lodging management can become involved in such promotion this might help give them more visibility in the community than they now evidently have.

Recruiting

Corporations in other industries have organized planned recruiting programs among students. The hotel/motel industry is not likely to get the best talent if its recruiting efforts are not "competitive" with the others seeking to hire large numbers of young people.

However, recruiting has to be conducted on two levels -- among the more highly educated students who look for a management career and among the many others who look for a good steady job at a lower level.

While we cannot outline in detail specific recruiting methods, ORC's research conducted among college seniors and company recruiters offers some suggestions: a genuine interest in the student's career, the jobs described must actually be available, and recruiters must provide specific information as well as give a candid appraisal of the job itself including disadvantages.

Top students emphasize the importance of challenging work when defining their own career values. Also important are working with people they like, advancement opportunity, and the opportunity to contribute to society, as well as opportunity to be creative and opportunity for further education.

When recruiting for higher level jobs, these career values should be emphasized and wherever possible built into the jobs themselves. The industry could initiate several other techniques to gain student interest preferably early in their college careers when job and career choices have not crystallized:

1. Visitation programs to leading hotels and motels. (Students who have been on a behind-the-scenes tour of the industry are more favorable to it.)

2. Career guidance working with counsellors in high schools and colleges.

3. Movies about the industry -- AH&MA should investigate the potential of Educational Television as a vehicle to reach student audiences. ETV now runs many films dealing with the industry and provides a high quality audience.

4. Employment-scholarship plans for both high school and college students to supplement class learning with on-the-job training.

5. Ample brochures in school placement offices.

Brochures describing the industry's opportunities should emphasize that the breadth of experience obtained in such jobs fits a person for positions in other service industries, the fastest growing segment of the national economy (the section of this report on college and high school student views shows what they want in a recruiting brochure).

Although brochures should, of course, concentrate on the positive aspects of the industry -- "service- and people"-oriented, not impersonal and mechanical -- they should also deal forthrightly with negative aspects.

> Many people believe that most hotel/motel employees (except for a few managers) are maids, bellhops, and clerks. Unfortunately, AH&MA's brochure, "Your Career in The Hotel-Motel Industry," does not dispel this notion. Isn't it realistic to discuss advancement opportunities from lower level jobs to assistant baker, assistant bell captain, head dish machine operator, head seamstress?

If enough case examples can be found, people who have started at the very bottom and risen to a top management job in the industry are worthy of attention.

We do not suggest that lower level jobs be covered up or given a euphemistic title. However, emphasis on "career opportunities" for such jobs is misplaced and does not help the credibility of the industry's materials. We, therefore, suggest that different values be emphasized when recruiting for these jobs.

For those people who may not want a management career but a good job instead, fringe benefits could be of great importance and also job security, if the industry can realistically make these claims.

We suggest that the AH&MA urge members to initiate many of the benefits associated with jobs in industry -- health and life insurance plans, complimentary rooms in their hotels for employees and immediate family during vacations, profit sharing plans, credit unions, tuition plans with local schools and better working hours, where these are not now available.

Specifically in the area of working hours, the AH&MA may consider investigating a wide variety of hours instead of split shifts or straight eight hour days. One drawback to working in the lodging industry is that when you are working, most other people are on vacations (special weekends, summer holidays, etc).

Where the law permits it might be possible and economical to have work weeks of three days consisting of twelve hours per day, alternating with three and one-half days time off. This type of schedule would appeal to many people who value long stretches of free time as well as jobs that do not carry over into their private lives.

The many people who do not want to work a full work week might be explored as good source of help for peak periods.

In our experience the best aid to a company or industry in recruiting is its own employees. To the extent that those now working in the industry, either at lower level jobs or at jobs leading to management, have a high degree of satisfaction with their opportunities, these people will serve as unpaid spokesmen for the industry.

Community Leadership

In the AH&MA brochure, "Your Career in The Hotel-Motel Industry," mention is made of the social importance of hotels/motels in the community. Again, we suggest that this emphasis may be slightly misdirected.

Providing facilities for meetings and acting as host to a great flux of people daily does not necessarily suggest community leadership. More concrete steps to establish a hotel/motel as a community focal point have to be taken to make this claim credible.

In 1961, ORC conducted research on "Who Are The Real Community Leaders?" The most salient point emerging from this study is that real community leaders gain power through extensive, tangible service to the community itself. This service goes beyond "availability" as such, to actively engaging in concrete community problems.

> Examples of such problems are: parking and traffic, air and water pollution, tax assessments and rates, race relations, water supply and sewerage, schools, housing, and crime and law enforcement.

To enhance the prestige of the hotel/motel industry and the individual proprietors, we suggest that the AH&MA encourage its members to contribute actively in community affairs beyond the maintenance of meeting room facilities.

Active work by hotel/motel owners and management in the public school system or in providing recreation and worthwhile work for students will encourage personal contact between young people and mambers of the hotel/motel industry, thus bringing more young people to consideration of it as a place to work or launch a career.

DETAILED FINDINGS

I.

The Public Appraises Hotels/Motels

THE PUBLIC IS ABLE TO ARTICULATE A NUMBER OF ASSETS OF HOTELS/ MOTELS FOR THE TRAVELER.

Respondents were asked to volunteer some of the good things they associate with hotels/motels when on a vacation or pleasure trip and their responses are summarized in the table opposite.

One-third of the general public reports that they like the accommodations, the good facilities and the conveniences.

About one person in four mentions cleanliness and comfort, and freedom from household chores as other strong points of hotels/motels.

Good service is mentioned by on· person in five.

Although a large majority of the public cites specific advantages to hotels/motels, about one person in five offers no favorable comments.

Generally, the users are somewhat more favorable toward the industry than the nonusers. The main characteristic of the nonusers is the substantially higher "no opinion" -- 25% for the nonusers vs. 9% for the users.

Good Things About Staying at Hotels or Motels

"What are some of the good things you can think of about staying at a hotel or motel when on a vacation or pleasure trip?"

	Total Public	Users*	Nonusers*
ACCOMMODATIONS (NONSPECIFIC): good accommodations; good facilities; convenience	33%	35%	31%
CLEANLINESS AND COMFORT: they are very clean; they are comfortable; cleanliness in room	25	28	24
FREEDOM FROM HOUSEHOLD CHORES/RESTFUL: you don't have to do any household chores -- come and go as you please; relief from home duties	24	31	20
SERVICE: good service; maid service; lots of service; you can be waited on	20	25	17
CONVENIENCE OF LOCATION: conveniently located; they are not too far apart; convenience, when you are traveling you have to stay somewhere	18	22	16
SWIMMING POOLS: swimming pools; pool; nice for children to enjoy swimming	7	11	5
RECREATIONAL/SOCIAL FACTORS: most of them provide their own entertainment -- restaurant pool, television, dancing, etc.; plenty of fun; nice for a family	5	6	5
SPECIFICALLY FAVORS MOTELS: convenience of motel; avoid tipping; quiet, whereas hotels are in a city and noisy; motel is more casual and private	5	7	3
REASONABLE PRICES: rates are reasonable; in certain seasons lower; prices have not been bad	3	2	3
SAFETY: it is usually safe; protected if anything should happen	1	*	2
OTHER ANSWERS	1	2	1
NO OPINION	19	9	25

Q. A-1

*"Users,""nonusers" definition is based on criteria from the University of Michigan study. Users are those groups identified in the Michigan study as those who are the most likely hotel/motel patrons. (See Technical Appendix at back of this report for further details.)

EXPENSE IS THE MOST FREQUENTLY CITED DRAWBACK TO STAYING AT A HOTEL/MOTEL.

Respondents were asked to volunteer things that they feel are not so good about staying at a hotel or motel.

> Over one person in three mentions the expense or something directly associated with expense -- "too fancy and high-priced, prices are sky-high, prices are ridiculous," as shown in the table opposite.
>
> Although expense is far and away the leading drawback cited, respondents also mention noise and lack of privacy, poor accommodations, and poor maintenance -- users and nonusers have essentially the same complaints.

None of these other complaints, however, loom as large in the minds of the general public as expense. As shown on the table below, those people who are in the younger age groups (18-49) tend to be more concerned with expense than those who are older. In addition, people with children under 18 years of age also are more likely to focus on expense as a drawback to staying at a hotel/motel.

	Name "expense" as one of the things that are <u>not so good</u> about staying at a hotel or motel	
Total public	36%	
<u>Age</u>		
18 - 29 years of age	43%	
30 - 39	41%	
40 - 49	40%	
50 - 59	31%	Q. A-2
60 years or over	23%	
<u>Family composition</u>		
No children	29%	
Children under 18	43%	

It should be noted that fewer among the public can think of nothing to complain about in relation to hotels/motels than are able to cite positive aspects as shown on the previous page -- 38% offer no criticism as compared with 19% who offer no praise.

Other studies have shown large public complaints about high prices in general. We do not think the lodging industry should be overly concerned about the fact that their prices receive some criticism.

Poor Things About Staying at Hotels or Motels

"What are some of the things that are not so good about staying at a hotel or motel?"

	Total Public	Users	Nonusers	
EXPENSE: they are too fancy and high-priced for what a lot of the public wants; prices are high; prices are ridiculous	36%	37%	35%	
NOISE/LACK OF PRIVACY/UNDESIRABLE GUESTS: noise from highway or street; noisy people are stopping at all hours of the night; privacy from the public not so good	12	13	11	
POOR ACCOMMODATIONS: their beds are lumpy; some don't have television or telephone in room; parking problems; air conditioning; either too hot or too cold	7	7	6	
POOR MAINTENANCE: some are not kept very neat, some are not maintained properly, dirty	5	4	6	Q. A-2
POOR SERVICE: some don't give good service; breakdown of their service; don't care whether you are comfortable; discourteous	4	5	3	
RESERVATIONS/TIMING PROBLEMS: you have to plan so far ahead to get reservations; have to have a reservation or else stop very early	4	3	3	
CRITICISMS OF HOTELS SPECIFICALLY: not as convenient as motels because of bellhops, wait for elevators, clerks not courteous; luggage problem, tips	3	6	2	
FEAR OF ROBBERY/FIRE: might get robbed; fear of fires	1	1	1	
OTHER ANSWERS	6	9	4	
NO COMPLAINTS/NO OPINION	(38)	34	44	

DESPITE THE COMPLAINTS ABOUT LODGING PRICES, THE DOMINANT PUBLIC VIEW IS THAT THE COST OF STAYING AT A HOTEL/MOTEL IS A "GOOD BUY" WHEN COMPARED WITH OTHER PRICES.

As shown opposite, a large majority of the general public believes that staying in a hotel or motel is a good value for the money. People under 60 years of age are more likely to praise the values than are those over 60 years of age. People in managerial occupations and those earning over $10,000, the groups most likely to have firsthand experience, also believe hotels/motels provide good value.

Findings from The Commerical Lodging Market study indicate that the largest proportion of hotel/motel users are between the ages of 35 and 54, earn more than $10,000 and are in professional, managerial, and sales occupations. The data opposite corroborate the fact that those people who use products and services most, and are thus more familiar with them, tend as a rule to be more favorable toward them.

Only about one in ten of the users see lodging costs as a poor value, the figure is only 17% in the case of nonusers. The nonusers also have substantially higher "no opinion" than the users.

The fact that people view "expense" as the major drawback to staying at hotels/motels while also saying that they give good value for the money might at first appear to be contradictory. However, "expense" is cited by only about a third of the public -- a minority point of view -- and the data should also be examined in the context of the public's concern today over the prices of many frequently purchased items.

The data shown opposite come from ORC's most recent survey of attitudes toward inflation (Public Opinion Index, February 1968). Note that on most items a majority of the public feels that they get less for their money now than they did five years ago. This pervasive feeling that prices are too high on everything does not mean that people believe the items themselves are of poor quality or have little intrinsic value.

Hotels/Motels As Good Value For The Money

"Considering the cost of staying at a hotel or motel and the prices of other products and services you buy, do you think hotels and motels generally offer very good value, fairly good value, fairly poor value, or very poor value for the money?"

	Very Good Value	Fairly Good Value	Fairly Poor Value	Very Poor Value	No Opinion
Total public	13%	61	11	4	11
Age					
18 - 29 years of age	9%	70	13	2	6
30 - 39	9%	66	10	3	12
40 - 49	18%	54	15	5	8
50 - 59	19%	56	10	3	12
60 years of age	12%	55	9	5	19
Family composition					
No children	14%	57	12	3	14
Children under 18	12%	64	11	4	9
Occupation					
Professional	12%	68	10	4	6
Managerial	22%	63	8	5	2
Clerical, sales	11%	65	13	4	7
Craftsmen, foremen	11%	64	8	3	14
Other manual, service	10%	61	12	4	13
Farmer, farm laborer	7%	50	26	3	14
Family income					
Under $5,000	11%	51	12	5	21
$5,000-$6,999	12%	57	15	5	11
$7,000-$9,999	12%	68	11	3	6
$10,000-$14,999	14%	71	10	1	4
$15,000 or over	19%	66	6	4	5
Users	16%	69	9	2	4
Nonusers	11%	57	13	4	15

Q. A-3

"Now, I want to ask you about some specific things that most families spend money for. Please tell me whether you feel you get more for your money today than four or five years ago, less for your money, or about the same?"

	Less For Your Money	More	Same	Don't Know
Meat	76%	3	17	4
Drugs	65%	7	18	10
Milk	65%	4	24	7
Gasoline	60%	3	23	14
Automobiles	58%	9	17	16
Shoes	57%	4	35	4
Major appliances	36%	16	28	20
Electricity	26%	17	51	6
Telephone service	24%	24	49	3

(General public, February 1968)

II.

Image of Hotels/Motels and Their Employees

AMONG THE HALLMARKS OF THE LODGING INDUSTRY IMAGE ARE COMFORT, CONVENIENT LOCATION, AND GOOD SERVICE.

As shown opposite, in choosing those statements that describe their image of the industry:

> Nearly two-thirds of the public focus on "a comfortable place to spend the night" as the most salient impression given by hotels/motels.
>
> Convenient location and good service are also mentioned by a majority of people. These three factors affect people directly and reflect their personal experience with hotels/motels.

Users are significantly different from the nonusers in the greater likelihood to see public hostelries as:

Comfortable
Convenient
Family places

Notice that neither group prominently identifies hotels and motels with good food.

The two main drawbacks to these favorable attitudes are that hotels and motels are mainly for people with a lot of money to spend and too much tipping. Note that there is no great difference between users and nonusers on these complaints.

This is not surprising. The large resort hotels, particularly in the East -- the Concord, Grossingers, etc. -- who aim their promotions at the "swinging singles" in this age group create the image that they are for only the special few. Whereas in fact, smaller hotels/motels have the potential for providing a great deal of relaxation at lower cost, but they are not promoted as heavily as the large luxury resort hotels.

People select less frequently those image items that are more abstract and which are less likely to reflect personal experience with hotels/motels -- for example, "provides a center for community activities," "generally offers some of the best food in town," and "a place mainly for people with a lot of money to spend."

> This reaction should be expected in view of the fact that the average motel has only 29 rooms and the average hotel only 59.* Consequently, many people have had little contact with the luxury hotels/motels that do act as a focal point for the community as well as offering well appointed restaurants and lounges. Notice also that the favorable characteristics are likely to be selected far more often than the unfavorable ones.

*FORTUNE (September 1969), "Reveille Sounds for the Hoteliers," p. 110.

Image of Hotels/Motels

"Here is a list of statements which might be used to describe hotels and motels. Please look over the list and tell me the numbers of all those statements which fit your impressions of hotels and motels."

	Total Public	Users	Nonusers	
Favorable				
A comfortable place to spend the night	64%	74%	57%	
Hotels and motels are conveniently located	56	72	47	
Service is good and courteous	50	56	45	
A place where you find people from all walks of life	45	52	42	
A place where you feel welcome	38	36	38	
A good place to take the whole family	35	44	29	
A good place to go for relaxation or entertainment on the weekend	33	37	31	
Rooms are usually available when you want them	34	44	28	
Provides a center for community activities as well as a place for travelers to spend the night	23	26	21	Q. A-4
Generally offers some of the best food in town	21	23	21	
Unfavorable				
A place mainly for people with a lot of money to spend	17	16	19	
Too much tipping is required	16	19	14	
Too much drinking and partying goes on in hotels and motels	10	10	11	
Hard to get reservations	9	10	8	
The surroundings make you feel ill at ease -- too formal	5	5	6	
No opinion, none	15	5	21	

THE IMAGE OF HOTEL/MOTEL EMPLOYEES IS ALSO QUITE FAVORABLE AND IS MUCH THE SAME AMONG BOTH ADULTS AND TEENAGERS.

As shown opposite:

> Nearly all major image characteristics of hotel/motel employees center around people relations -- courteous, lively and pleasant, interested in being of service to other people.
>
> Again, the users are more likely to associate the favorable qualities with the lodging industry than are the nonusers.
>
> Negative characteristics are selected with relatively low frequency -- with tipping being the main criticism for the users and nonusers.

Although this image of hotel/motel employees may appeal to tired travelers, it is not necessarily an effective recruiting image. Popular slang reflects this idea in the remark, "Nice guys finish last."

Notice that only one person in five considers hotel/motel employees intelligent or good looking, and even fewer people see them as sophisticated or influential in the community and here the reasons are almost identical with both users and nonusers. To compete in today's market for managerial talent, the industry must do more to strengthen its image in these areas.

Shown below are some typical comments illustrating the lackluster employer image of the hotel/motel industry.

> "If someone likes to work in a hotel, that's fine with me."
>
> "There is no future in hotels. I think my grandson is interested in Wall Street."
>
> "You have to wait on everybody. There are crabs in the crowd, you can't satisfy everybody. Contact with too many different types of people."
>
> "It's a hard position. You have to be very patient. They are abused by the customers."
>
> "They do just what they have to do, and just half do that."
>
> "I think it's just average for a middle-aged or retired person to have a job like that."

Image of Hotel/Motel Employees

"Here is a list of words and phrases which might be used to describe people who work in the hotel/motel industry. Please look over the list and pick out all the phrases which fit your impressions of the kind of person who works in a hotel or motel."

	Total Public	Total Teenagers	Users	Nonusers
Favorable				
Friendly, helpful	65%	74%	74%	59%
Get along well with people	54	64	63	48
Interested in being of service to other people	47	58	53	44
Gracious, courteous	46	51	53	40
Hard-working	34	38	37	31
Lively, pleasant	32	40	37	28
Intelligent	21	22	22	20
Attractive, good looking	20	19	20	20
Sophisticated	5	10	6	5
Influential in the community	5	7	6	5
Unfavorable				
Expect too much in tips	18	15	18	18
Doesn't seem to care much about other people	11	8	12	10
Slow, give poor service	8	7	9	7
Humble, lowly, servile	7	10	6	8
Hard-drinking, high-living	3	3	2	4
None, no opinion	18	6	7	25

Q. A-8 Q. B-5

III.

Hotels/Motels As A Place To Work

VERY FEW PEOPLE CONCEIVE OF THE HOTEL/MOTEL INDUSTRY AS BEING MORE THAN AN AVERAGE PLACE TO WORK.

Relatively few see it as either above or below average. About half of both adults and teenagers see the hotel/motel industry as an average place to work -- user and nonuser images are essentially the same except for a larger "no opinion" response from the nonusers.

Hotels/Motels As A Place To Work

"From what you know or have heard, how would you rate the hotel/motel industry as one in which to have a permanent job or career -- one of the best industries, above average, average, below average, or one of the worst industries in which to have a permanent job or career."

	Total Public	Users	Non-users	Total Teen-agers
One of the best	7%	6%	8%	6%
Above average	16	21	13	17
Average	50	51	48	54
Below average	12	14	11	15
One of the worst	4	4	5	5
No opinion	11	4	15	3
		Q. A-7a		Q.B-1

TEENAGERS ALSO VIEW THE INDUSTRY AS "AVERAGE" FOR SUMMER OR PART TIME WORK.

"What about a part time or summer job -- do you think the hotel/motel industry is one of the best industries, above average, average, below average, or one of the worst industries in which to have a part time or summer job?"

	Total Teenagers
One of the best	11%
Above average	22
Average	48
Below average	11
One of the worst	4
No opinion	4
	Q.B-3

AMONG TEENAGERS, MOST LIKELY PROSPECTS FOR LODGING INDUSTRY RECRUITING EFFORTS SEEM TO FALL INTO TWO DISTINCT GROUPS -- ONE FOR MANAGEMENT POSITIONS THE OTHER FOR LOWER LEVEL JOBS.

Shown below by pertinent demographic breaks are those teens who rate the industry as "one of the best" or "above average" as a place to work -- both permanent and part time. While boys and girls are almost equally as favorable, differences occur by future education plans and family income.

Since the number of interviews in the population subgroups are small, the differences must be interpreted as tendencies rather than precise numbers.

By family income the tendency is toward more interest among two groups.

Teenagers from families under $7,000 income who are likely candidates for lower level jobs.

Teenagers from $10,000 to $15,000 or over income families who are likely candidates for management positions.

Those going to work right after high school are also likely candidates for low level jobs.

	Teenagers Who Rate the Industry "One of the Best" or "Above Average" for a . . .	
	Permanent Job	Part Time Job
Total teenagers	23%	33%
Boys	26%	33%
Girls	22%	34%
Occupation of chief wage earner		
White collar	22%	27%
Blue collar	24%	34%
Farmer, other	26%	42%
Future plans		
Take a job after high school	30%	36%
Vocational or two-year college	17%	28%
Four-year college	23%	35%
Family income		
Under $5,000	29%	43%
$5,000 - $6,999	24%	26%
$7,000 - $9,999	19%	32%
$10,000 - $14,999	26%	28%
$15,000 or over	19%	35%
	Q. B-1	Q. B-3

Reasons for Attitudes Toward Hotels/Motels as a Place to Work

ADULTS OFFER A WIDE RANGE OF REASONS FOR THEIR EVALUATION OF THE HOTEL/MOTEL INDUSTRY AS A PLACE TO WORK.

Those who rate the industry as above average cite the competition within the industry and favorable comments about the work (meeting a lot of people). Although a minority mention good pay/good tips, this cannot be constructed as a strong recommendation for the industry.

On the contrary, people who rate the industry below average most frequently cite poor wages or give criticisms of the work -- long hours, confinement indoors, few chances of advancement. There is no consistent differences between users and nonusers.

The pages following show some typical comments volunteered about why they rate the hotel/motel industry as they do. These illustrate the negatives the industry must overcome if it is to become a more attractive employer.

	Adults Who Rate Industry "One of the Best" or "Above Average"	
	Users	Non-Users
Meet people, work with people	20%	40%
Growing business, thriving	49%	28%
Tips good, pay good	16%	20%
Good jobs for managers	11%	6%
Offers security	8%	5%

(Chief mentions)

(Special tabulations)

	Adults Who Rate Industry "Below Average" or "One of the Worst"	
	Users	Non-Users
Low wages, poor pay	33%	46%
The work, long hours, confinement	27%	25%
Slow job progress	19%	9%
Not enough security	4%	7%

(Chief mentions)

(Special tabulations)

Adults who rate careers in hotel/motel above average are thinking in terms of management positions and financial advantages of the growing travel field.

Comments of those voting careers in lodging one of the best or above average:

One of the Best

"Because I think the benefits are quite adequa. . I think the top management is well compensated. For example: Holiday Inn management."

"For the manager part, it is probably very good."

Above Average

"I think in terms of management. A good motel should have good financial returns."

"For management. Your owner, or manager. It is a good income producer."

"From brief exposure from people going into hotel management, it seems to be a lucrative business."

Those adults voting careers in hotel/motel as below average or one of the worst are obviously thinking about the lower level jobs in the hotels and motels. For example:

Below Average

"I don't think they have that much to offer in security or advancement."

"A lot of jobs depend on tips. There is no salary guarantee."

"It appears that people who work there can't get a job anywhere else. They don't seem too intelligent."

One of the Worst

"Making beds would be sickening, you would be on your feet all day long. Not much time for breaks and then going back and making beds, vacuuming and dusting."

From the comments, it's quite obvious that teenagers don't see much challenge and excitement in a career in the lodging industry.

Typical teenage comments:

"I don't think you'd have a very promising career in this industry. I can think of other interests I'd like to get into before turning to that."

"It doesn't seem very stable because of different seasons. Sometimes it would be good and other seasons it would be slow."

"You could probably get a lot of money out of it if you had a good hotel or motel, but I don't think it would be the best place to work."

"You get to meet people but they may not be the best people. You can get a better job somewhere else."

"I want to do more exciting work."

"It doesn't seem to be too rewarding. It's not much of a challenge."

"The hours are bad. Just the work in general."

"It's a job where you have to be there all the time. It might be all right for an older person."

"There are more interesting things to do."

"I know people who work in it and it is not very appealing."

"You could get a better job and earn more money in a different industry."

"No opportunity for advancement."

"Not many opportunities in it. I don't know. I'm just not interested in it."

"Not a very good chance of advancement."

"It's no challenge."

ONE BARRIER THAT MUST BE OVERCOME IS TEENAGERS' DISINTEREST IN LEARNING MORE ABOUT THE HOTEL/MOTEL INDUSTRY.

About six teenagers in ten report that they are "not too interested" or "not at all interested" in getting more information about the hotel/motel industry.

Teenagers' Interest in More Information

"How interested would you be in getting more information about jobs in the hotel/motel industry -- very interested, fairly interested, not too interested, or not at all interested?"

	Total Teenagers		
Very interested	7%		
Fairly interested	29		
Not too interested	29	59%	Q. B-6
Not at all interested	30		
No opinion	5		

Obviously just putting out more routine information is not the solution. Many youngsters may not even bother to read it. The challenge is to picture the industry in the context of excitement that will cause the youngsters to want to know more about the lodging industry.

Behind the scenes tours of hostelries are no panacea but do seem to create interest and more favorable attitudes toward the industry.

Only 7% of teenagers report that they have been on a "behind the scenes tour," but this group is somewhat more favorable to the industry than other teenagers.

	Had a Behind the Scenes Tour	Have Not Had Tour

Teenagers Most Interested In Getting More Information

As shown below, those from low income families are more receptive to information about the industry than other students.

Also showing higher than average interest are those going to work right from high school and those going on to vocational or two-year colleges.

The interest expressed here would seem to be greatest among those most likely to be candidates for lower level jobs.

Note: Table reads 32% of boys vs. 39% of girls are interested in more information.

	Those Who Are "Very" or "Fairly Interested" in More Information About Lodging Industry Jobs
Total teenagers	36%
Boys	32%
Girls	39%
Education	
8th - 10th grade	37%
11th, 12th	30%
Future plans	
Take a job after high school	40%
Vocational, two-year college	44%
Four-year college	29%
Family income	
Under $5,000	45%
$5,000 - $6,999	40%
$7,000 - $9,999	33%
$10,000 - $14,999	30%
$15,000 or over	28%

Q. B-6

IV.

Relevant Data from Other Studies of College and High School Students

This is a large amount of data from other studies which we elected not to duplicate in this study. The findings are shown here to provide additional guidance for the industry's recruiting efforts.

COLLEGE STUDENTS

In the spring of 1966, ORC interviewed a nationwide sample of over 600 graduating college students at all degree levels in major colleges and universities.

About eight in ten of these students believe a career in a major corporation would be to their liking, and such a career is the first choice of over half of them.

The 27% who show interest in a "small business" may warrant special attention from AH&MA. Students in this group may be more likely to appreciate the advantages a career as a manager of a hotel/motel offers; responsibility, challenge, flexible hours and freedom from the regimentation and political in-fighting that accompany a corporate career.

Students' Preferences for Type of Organization In Which to Work

"When you start looking for permanent work, whether now or in the future, in which of these do you think you might be able to find the kind of job you want?"

"Which one of these will probably be your first choice as a place to work?"

	Total Students	
	Has the Kind of Job Wanted	First Choice for A Job
A major corporation	79%	56%
A school or college	40	21
Government service	35	5
A small business	27	6
A nonprofit foundation	17	3
A self-employed profession	15	5
Start own business	15	2
A labor organization	2	0
No choice	3	2

(Selections from a list. Totals more than 100% because of multiple answers.)

THE COLLEGE STUDENTS PLACE GREAT EMPHASIS ON ADVANCEMENT AND JOB CHALLENGE.

"Regardless of where you eventually work, would you tell me when you evaluate possible job opportunities for yourself, which three or four of these factors you give the most consideration to?"

Things looked for in a job	College Students
Opportunity for advancement	67%
Challenging work	56
Amount of pay	43
Research facilities and research atmosphere	33
Amount of responsibility	27
Geographic location of job	27
Future growth prospects of the company	23
Professionally satisfactory work environment	21
Caliber of management and supervision	20
Treatment as an individual	19
Opportunity to continue formal education	16
Congenial work association	15
Contribution job makes to society	13
Job security	10
The physical work environment	7
Prestige of the job	6
Fringe benefits	4
Opportunity for in-company training	3
Other	2
No opinion	0

Unless it can be shown that the lodging industry does, in fact, have these values, it will continue to have recruitment difficulties.

CAREER VALUES OF HIGH SCHOOL STUDENTS ARE CLOSE TO THOSE OF THE COLLEGE STUDENT.

The top high school students, those most likely to go on to college, give particular attention to job challenge.

High school students as a whole place more emphasis on "people" and security.

"In choosing a career or job for yourself, which three or four of these would you give the most consideration to?"

	Top Students*	Total Students
Doing challenging work	54%	41%
Working with people I like	41	53
Advancement opportunity	40	38
Contribution I could make to society	37	25
Opportunity to be creative	32	23
Opportunity for further education	31	23
Having a secure, steady job	30	48
Making a lot of money	30	29
Being in a growing field	30	28
Having a chance to travel	29	33
Gaining recognition as an individual	28	23
Convenient working hours	10	19
Benefits	7	14
Being able to stay in my home town	1	7

*Students who say they are in the top 10% of their class in academic standing.

RECRUITING BROCHURES

THE COLLEGE STUDENT WANTS THE RECRUITING BROCHURES TO CONTAIN A WIDE VARIETY OF INFORMATION ABOUT AVAILABLE JOBS.

Here are the results for a sample of college seniors studied a number of years ago.

"How important is it to you to have this kind of feature in a brochure?"

	College Students Who Say "Very Important"
Advancement opportunities	79%
Training programs	76%
One-page fact summary	71%
Plant locations	69%
Communities where you will live	68%
Company benefits	66%
Aids to further education	65%
Company's products	62%
Career finder chart	59%
Working conditions	46%
Qualifications for job	46%
How to apply	41%
Summer work for students	40%
Company's place in industry	33%
Employment application	33%
Assurance of job security	32%
Company organization chart	31%
Why work for a large company	31%
Kind of people you work with	31%
Examples of recruits on job	24%
Why choose our company	21%
Company history	21%
President's opening message	5%

VALUES SEEN AS A CAREER IN HOTEL/MOTEL FIELD

Research has been conducted to determine the role of "values" in the selection of occupations by college students.*

In a large scale study students were asked to list their ideal job requirements. Based on their answers, students fell basically into three major value complexes:

1. Self-expression oriented
2. People oriented
3. Extrinsic reward oriented

Then students were asked what occupation they planned to enter. As shown opposite, students planning to enter the fields of architecture, art, journalism or drama are most concerned with creativity or use of their talents in their work -- the self-expression complex.

The people-oriented complex was most strongly stressed by students planning to enter social work, medicine, teaching, social science and personnel work -- all areas focused on helping people.

Those people planning to enter real estate, finance, sales promotion or hotel management stressed the rewards of money, status and security -- the extrinsic reward complex.

These data suggest that the hotel/motel industry has little intrinsic attraction for those students interested in self expression or helping people, but that it may attract students interested in monetary rewards. Therefore, promotional efforts to attract students should aim at this particular type of person wherever possible and emphasize the material rewards of working in the industry rather than "creative challenge" or "helping people," ideas not associated with the industry or the people who work in it.

* This discussion is based on Occupations and Values, by Morris Rosenberg, The Free Press, Glencoe, Illinois, 1957, pp. 16-19.

Occupations ranked according to average scores on . . .

	Self-expression oriented values	People-oriented values	Extrinsic reward values
Architecture	1	14	13
Journalism-Drama	2	12	12
Art	3	15	11
Natural science	4	18	16
Social science	5	4	14
Advertising-Public relations	6	9	5
Engineering	7	17	9
Teaching	8	3	17
Farming	9	16	15
Law	10	7	4
Social work	11	1	18
Medicine	12	2	8
Business (unspecified)	13	13	6
Government	14	6	10
Personnel	15	5	7
Real estate-Finance	16	10	1
Hotel-Food	17	11	2
Sales promotion	18	8	3

There is a great range in college students' evaluation of career opportunities in various industries. In this study of college students conducted a number of years ago, students tend to give most favorable evaluations to the growth industries.

	College Students Who Rate Industry "Good" or "Very Good"	
	Seniors	Business Majors
Petroleum	87%	88%
nemical	86	83
Electrical equipment manufacturers	84	81
Iron and steel	74	78
Automotive	73	76
Rubber	68	68
Electric utilities	65	60
Food industry	58	69
Building materials	53	65
Retailing	48	70
Textile	43	45
Railroads	27	26

By comparison, recall that in this study the lodging industry was voted one of the best or above average by:

23% of the total public

23% of total teenagers

V.

Patronage of Hotels/Motels

THE TESTIMONY OF THE PUBLIC ABOUT HOW TO ENCOURAGE MORE PATRONAGE FOR HOTELS/MOTELS IS NOT TOO HELPFUL.

Lower prices is the leading answer volunteered by respondents when they are asked what hotels/motels could do to encourage people to patronize them more often, as shown in the table opposite.

Some people also mention that better service, more courteous service would also encourage people to stay at hotels/motels. Comments cover a wide range of suggestions by small numbers of people. Nonusers are not much different from the others except for the larger "no opinion" they register.

Almost one person in five believes that hotels/motels do a pretty good job now and should just continue the way they have been doing.

> An important consideration when evaluating this data is the 60% of American adults who have never spent a night in a hotel or motel. Obviously, many of these people simply do not feel any need to use hotel/motel facilities, or they may view hotels/motels as so far removed from ordinary experience that staying at one is unimaginable even if financial considerations are not involved. This sentiment is voiced in the comment of one respondent, "As for myself, they don't need to do anything because the chances that I'd stay in them are mighty slim."

In addition, for vacation and leisure travelers, hotels and motels face stiff competition from many other sources -- friends and relatives, house trailers, camping out, rented homes at beaches or in the mountains, government and special camps, and campers.

The nontraveler may not be worth the cost to get them to be patrons. However, anyone that travels should be considered a prospect. To get more of the nonpatron travelers to use commercial lodgings, the industry must find varied ways to say, "Look at what you're missing when you don't stay at a hotel or motel." It would seem that this should be one of the major themes in the industry promotion in the years ahead.

> "What can hotels/motels do to encourage you to patronize them more often?"

Those who say "lower prices/reasonable rates" . . .

Occupation		
Professional	37%	
Managerial	28%	
Clerical, salesmen	40%	
Craftsmen, foremen	32%	Q.A-5
Other manual, service	32%	
Farmer, farm laborer	17%	
Family income		
Under $5,000	26%	
$5,000 - $6,999	35%	
$7,000 - $9,999	35%	
$10,000 - $14,999	35%	
$15,000 or over	22%	

Ways to Increase Patronage of Hotels/Motels

"What can hotels/motels do to encourage you to patronize them more often?"

	Total Public	Users	Non-users	
LOWER PRICES/REASONABLE RATES: keep prices down; have family rates; if rates were lower we would take more weekend trips	30%	31%	29%	
GOOD SERVICE/COURTEOUS: better service; stick to their standards; just friendly service, make you want to come back; treat you right	16	18	14	
SHOULD MAKE THEM CLEAN/GOOD LOOKING: some could be cleaner; looks and cleanliness of them	9	8	9	
MORE ADVERTISEMENTS: by advertising their locations and services	4	4	3	
BETTER FOOD/RESTAURANTS: have better food; keep coffee shop open til after midnight; nicer dining rooms; they should have their own restaurants and bars	5	8	4	
LOCATION/MORE AVAILABLE: locations convenient; make their accommodations more available; convenient; good location	3	4	2	
MORE CONVENIENCES, TV, POOL: air conditioning; more parking (hotels); put a few extras in; serve morning coffee; phones in the room; larger rooms; nice furniture	4	6	4	Q. A-5
QUIETER/SOUNDPROOF ROOMS: a quieter place to stay; soundproof the rooms	3	1	3	
RECREATION FACILITIES/ENTERTAINMENT: have weekend activities; have more mixers, small parties in the hotels; recreation; shows or other entertainment	3	4	2	
COMFORTABLE/RESTFUL: good beds; comfortable rooms; good sleeping accommodations	1	3	1	
THEY ARE GOOD NOW/NO COMPLAINTS/NOTHING: they seem to do a pretty good job of it now; just continue as they are doing; I'm satisfied; really nothing to complain about	17	21	15	
OTHER ANSWER	5	4	5	
NO OPINION	27	19	31	

PEOPLE USE A VARIETY OF SOURCES WHEN GETTING ADVICE ON WHERE TO STAY ON A PLEASURE TRIP.

One person in three turns to his friends for recommendations on places to stay, and nearly an equal number use AAA, Mobil Guide, or other rating directories.

Among the public as a whole very few people report using the Hotel/Motel Red Bood, and advertising also plays a relatively minor role. Of course, there are always those people who just pick one by chance or by visual appearance as they are en route.

Ways People Select Hotels/Motels in Which to Stay

"How do you usually choose a hotel or motel to stay at on a pleasure trip?"

	Total Public
Hotel/Motel Redbook	2%
Recommendation of a friend	29
Advertisement	14
AAA, Mobil Guide, or other rating directory	27
Other (includes those who don't use hotels/motels)	21
Visual appearance	8
By chance, just pick one	8
Don't know	7

TECHNICAL APPENDIX

Probability Sample Design

Individuals with whom interviews are conducted are selected entirely by area probability sampling procedures. Through a series of sampling steps, a known probability of selection is assigned to each adult and each teenager in the respective survey universe. Probability procedures predesignate both households to be included in the study and specific individuals to be interviewed, removing such choices from the hands of the interviewers.

The sampling steps in detail:

1. The entire area of the United States is divided into about 1,700 primary sampling units. In general, a primary sampling unit consists of a county or a group of contiguous counties.

2. All primary sampling units are allocated to 86 strata. Each stratum consists of a set of primary sampling units as much alike as possible with respect to such criteria as geographic region, size of central city, rate of population growth, and economic characteristics.

3. Because of their size, 22 large metropolitan areas are in strata by themselves and are automatically included in the sample as "self-representing" areas.

4. For each Caravan study a total of approximately 350 sample segments, or interviewing locations, is drawn from the 86 sampling areas, in proportion to the population currently represented by each of the sample areas.

   Sample segments are small land areas that include an estimated minimum of 15 dwelling units. In urban areas, sample segments are defined as blocks or groups of blocks; in rural areas, sample segments are defined by recognizable boundaries such as roads, streams and other distinct landmarks.

5. Within a sample area, the probability of selection of a sample segment is proportionate to the estimated population. Several sources are used in estimating the size of each segment. These include Bureau of the Census block statistics and mapping materials as well as special field visits to subdivide Census enumeration districts into segments.

6. For each sample segment, the interviewer is provided with a detailed map and instructions for listing a specific group of households in which interviews are to be conducted. No deviation from the specified procedures is permitted.

7. Within sample households, persons 18 years of age or over are eligible for adult interviews. These eligible members of the household are first listed in a prescribed manner on a form provided for the purpose. If there is more than one eligible adult in the household, random numbers (in a mathematical sense) are used to designate the one to be interviewed.

8. Teenagers, 12 to 17 years of age, are identified as part of the adult interview and are listed in a prescribed manner on a form provided for the purpose. If there is more than one teenager in the household, random numbers are used to designate the one to be interviewed.

9. In the adult sample mechanical weighting procedures, introduced in the tabulation of the survey results, compensate for differences in size of household.

10. Two mechanical weighting procedures are introduced into the tabulation of the survey results:

    A. The first set of weights is applied as a result of the method in which the adult member of a household is selected. The form on which the eligible adult members of the household are listed is mechanically set up so that a male or female resident is predesignated before the interviewer approaches the household. In those households where there is no person of the designated sex 18 years of age or over, the household becomes ineligible for the interview and is not included in the sample. This means that the probability of a single-sex household being included in the sample is approximately half that of the households including both men and women; hence, the probability of a teenager being selected for interview in a single-sex household is approximately half that for a teenager in a household which includes both men and women. Therefore, the single-sex households are weighted up to equate the probabilities.

    B. The second set of weights is applied in order to compensate for differences in the number of teenagers in each of the sample households.

To attain maximum control of nonresponse, interviewers make up to four calls at households where designated adults and teenagers are not at home on the first or subsequent calls.

Sample Reliability

Since the findings presented in this report are based on a sample, they are subject to possible error, which is always the case when less than the total universe is interviewed. The table below shows the possible sampling variation that applies to a percentage result reported from this survey. The chances are 95 in 100 that a survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. For example, in the total public sample of 994 interviews, if an observed percentage result is 60%, the chances are 95 in 100 that the range -- 56% to 64% -- includes the true percentage for the entire United States adult public.

Approximate Sampling Tolerances Applicable to Percentages at or Near These Levels

Size of Sample on Which Caravan Survey Result Is Based	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1000 interviews	2%	3%	4%	4%	4%
500 interviews	3%	4%	5%	5%	5%
250 interviews	5%	6%	7%	8%	8%
100 interviews	7%	10%	11%	12%	12%

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from different parts of any one Caravan sample and in the comparison of results between two different Caravan samples. A difference, in other words, must be of at least a certain size to be considered statistically significant. For example, when comparing results for total adults (994) and total teenagers (622) in this research, at the 60% level a significant percentage difference must be 7% or more. The table below is a guide to the sampling tolerances applicable to such comparisons.

Differences Required for Significance at or Near These Percentage Levels*

Size of Samples Compared	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1000 and 1000	4%	4%	5%	5%	6%
1000 and 600	4%	5%	6%	7%	7%
500 and 500	5%	6%	7%	8%	8%
500 and 200	6%	8%	9%	10%	10%
200 and 200	7%	10%	11%	12%	12%
200 and 100	9%	12%	14%	15%	15%
100 and 100	10%	14%	16%	17%	17%

*Based on 95 chances in 100.

Sample Characteristics, August 1969 Caravan

The data in the table below compare the characteristics of the weighted[1] Caravan adult and teenager samples with those of the total population. The table shows that the distributions of the total samples parallel very closely those of the populations under study.

	Adults (18 years and over)					
	Total		Men		Women	
	Population[2]	Caravan Sample	Population[2]	Caravan Sample	Population[2]	Caravan Sample
Age						
18 - 29	26%	26%	26%	25%	26%	27%
30 - 39	17	18	18	18	17	19
40 - 49	19	19	19	19	18	18
50 - 59	16	16	17	16	16	15
60 or over	22	21	20	22	23	21
Race						
White	89%	85%	90%	88%	89%	83%
Nonwhite	11	15	10	12	11	17
City Size						
Rural, under 2,500 population	29%	29%	30%	29%	27%	29%
2,500 - 99,999	19	18				
100,000 - 999,999	23	23	70	71	73	71
1,000,000 and over	29	30				
Geographic Region						
Northeast	24%	26%	24%	26%	24%	27%
North Central	28	27	28	27	28	26
South	31	30	31	30	31	30
West	17	17	17	17	17	17

	Teenagers (Age 12 - 17 years)	
	Total Population[2]	Caravan Sample
Sex		
Boys	51%	45%
Girls	49	55
Age		
12 - 14 years	52%	49%
15 - 17	48	51

1/ See page T-2 for explanation of the weighting procedures.

2/ Source: Latest data from U. S. Bureau of the Census, regular and interim reports.

USER, NONUSER CRITERIA USING UNIVERSITY OF MICHIGAN FINDINGS.

Two demographic characteristics were used to define hotel/motel users. The first of these is income. People who earn $10,000 or more are the heaviest users of hotels/motels. Those people who earn less than $10,000 on the other hand, regardless of their attitudes and travel habits, are most often prevented from using hotels/motels by lack of income.

The second criterion is occupation. Regardless of level of income, business, professional and sales people are heavy users of hotels/motels by virtue of their occupations, which demand travel.

Therefore, for the purposes of this research, "Users" are defined as those people who earn $10,000 or more and who are also business, professional or sales people. "Nonusers" are defined as those people who earn less than $10,000 and who are not in business, professional or sales occupations.

Quality Control Measures

Quality control measures are applied in every phase of the Caravan survey.

Specialists in many fields are available for consultation with the Caravan survey director in the development of the questionnaire.

Interviewers are hired and trained, in person, to staff the probability sample, and their work is regularly checked for accuracy and validity.

Questionnaires are prepared for data processing by experienced coders, under the supervision of the survey director.

The processing of data is subject to rigorous internal checks designed to detect both machine and human error.

APPENDIX TABLES

INTRODUCTION TO APPENDIX TABLES

The Appendix Tables contain detailed breakdowns of the results of the questions asked in the study. The tables are presented in the order in which the questions were asked in the interviews.

The data are shown by the following subgroups in addition to total adults:

- Sex
- Age
- Education of respondent
- Family composition
- Occupation of chief wage earner in the household
- Family income
- Users, Nonusers

Subgroups for teenagers:

- Sex
- Education of respondent
- Occupation of chief wage earner in the household
- Future plans of the respondent
- Family income

Reading The Appendix Tables

All percentages read across.

When percentages do not add to 100 it is because of multiple answers or computer rounding.

On tables, (*) represents less than ½%.

Composition of The Sample (Adults)

	Number of Respondents
Total U.S. public	994
Men	485
Women	509
Age	
18 - 29 years	232
30 - 39 years	203
40 - 49 years	184
50 - 59 years	154
60 years or over	220
Education	
High school incomplete	420
High school complete	339
Some college	230
Family composition	
No children	478
Children under 18 years	516
With teenagers (12-17)	258
Occupation of chief wage earner	
Professional	116
Managerial	113
Clerical, sales	112
Craftsmen, foremen	186
Other manual, service	256
Farmer, farm laborer	44
Family income	
Under $5,000	290
$5,000 - $6,999	171
$7,000 - $9,999	219
$10,000 - $14,999	193
$15,000 or over	91
Users	284
Nonusers	590

Note: Where the number of respondents adds to less than the total, small subgroups or "not reported" are not shown.

Q. A-1

"What are some of the good things you can think of about staying at a hotel or motel when on a vacation or pleasure trip? Anything else?"

1 Accommodations
2 Service
3 Cleanliness and comfort
4 Convenience of location
5 Freedom from household chores/restful
6 Swimming pools
7 Recreational/social factors
8 Specifically favor motels
9 Reasonable prices
10 Safety
11 Other
12 No opinion

	1	2	3	4	5	6	7	8	9	10	11	12
Total U.S. public	33%	20	25	18	24	7	5	5	3	1	1	19
Men	33%	21	25	23	18	7	5	6	3	1	1	16
Women	32%	19	25	14	30	6	5	4	3	1	1	21
Age												
18 - 29 years	33%	23	31	20	28	10	6	1	5	2	1	16
30 - 39 years	31%	21	22	21	26	9	7	1	2	*	3	19
40 - 49 years	31%	18	28	17	31	9	3	7	2	0	0	12
50 - 59 years	39%	24	27	19	22	5	9	4	3	2	2	15
60 years or over	29%	15	16	15	13	1	1	11	1	1	*	30
Education												
High school incomplete	28%	14	21	13	17	3	4	4	2	2	1	31
High school complete	34%	24	27	22	29	9	5	5	3	1	1	11
Some college	38%	25	29	23	28	11	8	5	5	*	2	9
Family composition												
No children	32%	21	26	16	21	4	5	7	2	2	1	20
Children under 18 years	33%	19	24	20	26	9	5	3	4	1	1	17
With teenagers (12-17)	35%	19	20	19	23	10	4	3	3	*	2	19
Occupation of chief wage earner												
Professional	36%	28	24	26	33	6	6	6	6	1	3	10
Managerial	38%	21	28	19	30	13	6	8	1	0	0	7
Clerical, sales	33%	27	26	22	34	11	5	7	1	0	1	11
Craftsmen, foremen	31%	14	25	18	20	7	4	2	4	1	1	26
Other manual, service	32%	22	25	17	23	6	6	2	3	1	2	22
Farmer, farm laborer	22%	2	19	22	17	10	5	3	2	2	0	21
Family income												
Under $5,000	25%	13	19	14	20	1	3	4	2	2	1	31
$5,000 - $6,999	34%	20	26	18	18	8	4	6	6	1	1	20
$7,000 - $9,999	38%	24	29	19	24	8	8	3	4	1	*	13
$10,000 - $14,999	33%	22	30	22	30	11	4	6	2	*	2	10
$15,000 or over	39%	31	22	22	31	12	9	8	2	0	2	6
Users	35%	25	28	22	31	11	6	7	2	*	2	9
Nonusers	31%	17	24	16	20	5	5	3	3	2	1	25

"What are some of the things that are not so good about staying at a hotel or motel? Anything else?"

1 No complaints
2 Expense
3 Poor accommodations
4 Poor service
5 Poor maintenance
6 Noise/lack of privacy/ undesirable guests
7 Reservations/timing problems
8 Criticizes hotels specifically
9 Fear of robbery/fire
10 Other
11 No opinion

	1	2	3	4	5	6	7	8	9	10	11
Total U.S. public	17%	36	7	4	5	12	4	3	1	6	21
Men	17%	39	6	4	5	11	4	4	*	8	18
Women	17%	33	7	4	5	13	3	2	2	4	25
Age											
18 - 29 years	14%	43	7	2	7	13	3	0	1	10	18
30 - 39 years	18%	41	6	7	2	9	5	3	*	6	19
40 - 49 years	16%	40	7	5	4	17	7	5	*	7	15
50 - 59 years	20%	31	8	7	8	11	3	3	1	5	21
60 years or over	20%	23	4	2	4	11	0	6	2	2	33
Education											
High school incomplete	17%	31	4	1	5	9	2	2	1	5	32
High school complete	18%	39	10	5	5	15	4	3	1	6	15
Some college	18%	39	7	9	5	14	4	4	1	9	11
Family composition											
No children	20%	29	6	4	7	13	3	4	1	5	25
Children under 18 years	16%	43	7	4	4	12	4	2	1	7	18
With teenagers (12-17)	15%	43	7	3	4	13	7	2	*	4	18
Occupation of chief wage earner											
Professional	21%	37	9	12	5	16	4	4	1	14	12
Managerial	13%	37	8	7	6	17	5	7	0	7	13
Clerical, sales	25%	40	6	5	7	13	3	2	1	6	13
Craftsmen, foremen	17%	36	4	4	4	13	3	2	2	6	22
Other manual, service	13%	39	8	2	6	10	4	1	1	6	27
Farmer, farm laborer	17%	45	0	2	3	10	7	0	2	2	24
Family income											
Under $5,000	14%	33	5	2	3	10	3	2	2	3	33
$5,000 - $6,999	19%	35	7	4	7	15	4	1	1	6	18
$7,000 - $9,999	18%	39	8	7	7	11	4	2	*	6	17
$10,000 - $14,999	21%	43	6	2	5	12	4	6	1	6	15
$15,000 or over	17%	27	9	10	2	17	2	6	0	16	11
Users	20%	37	7	5	4	13	3	6	1	9	14
Nonusers	17%	35	6	3	6	11	3	2	1	4	27

"Considering the cost of staying at a hotel or motel and the prices of other products and services you buy, do you think hotels and motels generally offer very good value, fairly good value, fairly poor value, or very poor value for your money?"

	Very Good Value	Fairly Good Value	Fairly Poor Value	Very Poor Value	No Opinion
Total U.S. public	13%	61	11	4	11
Men	12%	63	12	4	9
Women	13%	59	11	4	13
Age					
18 - 29 years	9%	70	13	2	6
30 - 39 years	9%	66	10	3	12
40 - 49 years	18%	54	15	5	8
50 - 59 years	19%	56	10	3	12
60 years or over	12%	55	9	5	19
Education					
High school incomplete	13%	52	11	4	20
High school complete	14%	66	11	3	6
Some college	10%	70	13	3	4
Family composition					
No children	14%	57	12	3	14
Children under 18 years	12%	64	11	4	9
With teenagers (12-17)	14%	62	10	5	9
Occupation of chief wage earner					
Professional	12%	68	10	4	6
Managerial	22%	63	8	5	2
Clerical, sales	11%	65	13	4	7
Craftsmen, foremen	11%	64	8	3	14
Other manual, service	10%	61	12	4	13
Farmer, farm laborer	7%	50	26	3	14
Family income					
Under $5,000	11%	51	12	5	21
$5,000 - $6,999	12%	57	15	5	11
$7,000 - $9,999	12%	68	11	3	6
$10,000 - $14,999	14%	71	10	1	4
$15,000 or over	19%	66	6	4	5
Users	16%	69	9	2	4
Nonusers	11%	57	13	4	15

Q. A-4

"Here is a list of statements which might be used to describe hotels and motels. Please look over the list and tell me the numbers of all those statements which fit your impressions of hotels and motels."

1 Place where you feel welcome
2 A comfortable place to spend the night
3 The surroundings make you feel ill at ease/too formal
4 A good place to go for relaxation or entertainment on the weekend
5 Provides a center for community activities and a place for travelers to spend a night
6 Service is good and courteous
7 Too much drinking and partying goes on in hotels and motels
8 Rooms are usually available when you want them
9 Hotels and motels are conveniently located

(continued on next page)

	1	2	3	4	5	6	7	8	9
Total U.S. public	38%	64	5	33	23	50	10	34	56
Men	35%	65	7	31	23	49	11	36	57
Women	41%	64	4	36	22	50	10	33	55
Age									
18 - 29 years	36%	75	5	40	24	52	10	47	66
30 - 39 years	34%	66	4	33	24	48	8	24	50
40 - 49 years	43%	66	7	39	26	53	13	36	58
50 - 59 years	46%	59	6	33	25	55	12	36	63
60 years or over	34%	51	4	21	15	41	9	26	43
Education									
High school incomplete	33%	51	5	27	17	39	12	27	38
High school complete	47%	73	6	39	31	57	9	41	69
Some college	35%	74	5	38	22	56	9	39	70
Family composition									
No children	38%	61	5	30	21	46	9	31	56
Children under 18 years	39%	67	5	37	24	52	11	38	56
With teenagers (12 - 17)	39%	62	7	34	20	52	13	36	54
Occupation of chief wage earner									
Professional	39%	74	6	33	23	57	10	43	67
Managerial	45%	82	3	39	29	60	7	34	72
Clerical, sales	43%	69	10	40	26	56	5	40	73
Craftsmen, foremen	34%	64	2	33	19	45	11	38	49
Other manual, service	33%	57	7	33	21	45	13	29	50
Farmer, farm laborer	47%	69	2	21	24	43	14	28	45
Family income									
Under $5,000	35%	51	7	27	19	36	14	24	38
$5,000 - $6,999	38%	67	6	28	17	49	9	27	49
$7,000 - $9,999	45%	68	3	40	25	60	7	40	64
$10,000 - $14,999	34%	73	5	39	26	57	10	42	68
$15,000 or over	40%	75	4	32	26	53	10	48	78
Users	36%	74	5	37	26	56	10	44	72
Nonusers	38%	57	6	31	21	45	11	28	47

Q. A-4
(continued)

10 Hard to get reservations
11 Too much tipping is required
12 A good place to take the whole family
13 Offers some of the best food in town
14 A place where you find people from all walks of life
15 Mainly for people with a lot of money to spend
16 None
17 No opinion

	10	11	12	13	14	15	16	17
Total U.S. public	9%	16	35	21	45	17	1	14
Men	10%	16	34	21	45	17	*	12
Women	8%	16	35	21	46	17	2	16
Age								
18 - 29 years	7%	15	38	21	51	22	2	8
30 - 39 years	9%	13	35	17	40	21	0	14
40 - 49 years	15%	15	38	23	49	18	2	9
50 - 59 years	8%	17	37	27	50	13	*	16
60 years or over	6%	17	26	19	37	10	1	26
Education								
High school incomplete	7%	12	29	17	38	20	1	23
High school complete	13%	17	40	28	54	16	1	7
Some college	7%	19	37	19	47	15	1	9
Family composition								
No children	8%	17	29	21	43	14	1	17
Children under 18 years	9%	14	40	22	47	20	1	12
With teenagers (12 - 17)	10%	14	39	21	46	20	1	14
Occupation of chief wage earner								
Professional	14%	17	47	21	48	17	0	6
Managerial	9%	19	40	23	48	9	0	8
Clerical, sales	6%	17	37	23	47	18	2	8
Craftsmen, foremen	7%	10	26	20	45	17	1	18
Other manual, service	9%	18	35	19	45	24	1	17
Farmer, farm laborer	9%	5	26	14	43	12	5	9
Family income								
Under $5,000	9%	11	27	19	38	20	2	26
$5,000 - $6,999	4%	13	30	17	45	15	1	15
$7,000 - $9,999	11%	17	39	23	46	18	0	12
$10,000 - $14,999	8%	18	45	21	50	17	1	4
$15,000 or over	13%	22	42	28	56	13	0	5
Users	10%	19	44	23	52	16	1	4
Nonusers	8%	14	29	21	42	19	1	20

Q. A-5

"What can hotels/motels do to encourage you to patronize them more often?"

1 Lower prices/reasonable rates
2 Good service/courteous
3 Should make them clean/good looking
4 More advertisement
5 Location/more available
6 Better food/restaurants
7 More conveniences
8 Quieter/soundproof rooms
9 Recreation facilities/ entertainment
10 Comfortable/restful
11 Good now/no complaint/ nothing
12 Other
13 No opinion

	1	2	3	4	5	6	7	8	9	10	11	12	13
Total U. S. public	30%	16	9	4	3	5	4	3	3	1	17	5	27
Men	33%	16	9	5	5	6	4	2	3	1	19	3	23
Women	28%	16	8	3	2	5	5	3	2	2	15	6	30
Age													
18 - 29 years	34%	15	11	5	6	6	3	2	5	2	16	5	21
30 - 39 years	38%	21	7	5	2	7	7	2	2	0	15	5	20
40 - 49 years	36%	17	8	3	3	5	5	4	2	1	14	8	23
50 - 59 years	26%	14	9	3	3	3	3	3	2	*	22	4	28
60 years or over	17%	13	6	2	2	4	4	4	*	2	17	1	43
Education													
High school incomplete	24%	13	7	3	2	3	3	2	1	1	15	4	37
High school complete	34%	17	10	4	4	5	6	3	4	1	16	6	22
Some college	34%	20	8	5	4	10	5	3	3	3	21	4	15
Family composition													
No children	24%	17	8	3	3	4	4	4	2	2	17	4	31
Children under 18 years	36%	15	9	5	3	6	4	2	3	1	16	6	23
With teenagers (12 - 17)	34%	11	7	4	2	7	5	2	3	1	16	6	28
Occupation of chief wage earner													
Professional	37%	19	11	6	5	9	6	3	5	1	17	9	17
Managerial	28%	24	9	7	6	5	3	3	3	2	15	2	19
Clerical, sales	40%	21	8	3	2	9	7	1	5	1	17	5	14
Craftsmen, foremen	32%	14	10	7	3	5	3	2	3	2	15	4	28
Other manual, service	32%	11	9	2	3	3	4	3	1	0	17	6	30
Farmer, farm laborer	17%	19	7	2	2	0	2	3	0	2	17	2	41
Family income													
Under $5,000	26%	15	9	2	3	2	2	3	1	1	15	5	37
$5,000 - $6,999	35%	12	10	2	2	6	5	3	6	0	15	2	27
$7,000 - $9,999	35%	18	9	6	4	6	5	5	2	1	14	5	23
$10,000 - $14,999	35%	16	8	5	4	7	6	2	4	2	20	4	21
$15,000 or over	22%	23	7	3	3	10	6	0	3	4	23	5	17
Users	31%	18	8	4	4	8	6	1	4	3	21	4	19
Nonusers	29%	14	9	3	2	4	4	3	2	1	15	5	31

Q. A-6

"How do you usually choose a hotel or motel to stay at on a pleasure trip?"

1 Hotel and Motel Redbook
2 Recommendation of a friend
3 Advertisement
4 AAA, Mobil Guide, or other rating directory
5 Visual appearance
6 Just by chance, just picked one
7 Other (includes those who say they never stay at hotels/motels)
8 Don't know

	1	2	3	4	5	6	7	8
Total U.S. public	2%	29	14	27	8	8	21	7
Men	3%	27	17	28	8	8	20	6
Women	2%	30	12	25	7	8	23	8
Age								
18 - 29 years	2%	29	24	23	9	8	16	5
30 - 39 years	2%	25	13	31	8	9	19	6
40 - 49 years	1%	34	10	30	7	10	16	6
50 - 59 years	5%	31	10	33	7	6	21	7
60 years or over	2%	24	11	20	7	7	34	11
Education								
High school incomplete	2%	29	13	15	5	9	26	12
High school complete	1%	27	16	36	9	8	18	3
Some college	4%	29	16	34	9	5	17	4
Family composition								
No children	3%	29	12	24	8	8	24	9
Children under 18 years	2%	28	16	29	7	8	19	6
With teenagers (12-17)	1%	26	17	30	7	10	19	8
Occupation of chief wage earner								
Professional	2%	41	9	31	6	6	24	3
Managerial	4%	22	19	33	7	9	23	2
Clerical, sales	4%	29	14	36	9	7	13	6
Craftsmen, foremen	0%	29	18	27	9	10	18	7
Other manual, service	2%	26	15	21	7	8	19	10
Farmer, farm laborer	2%	17	17	22	12	10	28	0
Family income								
Under $5,000	2%	28	15	14	6	7	29	13
$5,000 - $6,999	2%	26	12	28	11	10	16	8
$7,000 - $9,999	1%	31	19	26	9	7	17	5
$10,000 - $14,999	4%	23	14	39	4	7	22	2
$15,000 or over	3%	36	10	39	12	11	16	2

Q. A-7

"From what you know or have heard, how would you rate the hotel/motel industry as one in which to have a permanent job or career -- one of the best industries, above average, average, below average, or one of the worst industries in which to have a permanent job or career?"

	One of the Best	Above Average	Average	Below Average	One of the Worst	No Opinion
Total U.S. public	7%	16	50	12	4	11
Men	7%	15	50	14	5	9
Women	7%	16	50	10	5	12
Age						
18 - 29 years	9%	16	48	18	4	5
30 - 39 years	10%	21	44	9	7	9
40 - 49 years	7%	17	55	8	5	8
50 - 59 years	3%	12	57	16	*	12
60 years or over	6%	13	47	8	6	20
Education						
High school incomplete	8%	13	47	10	5	17
High school complete	7%	15	57	13	3	5
Some college	6%	22	45	14	5	8
Family composition						
No children	6%	13	51	13	4	13
Children under 18 years	8%	19	49	11	5	8
With teenagers (12-17)	8%	18	48	9	7	10
Occupation of chief wage earner						
Professional	4%	25	45	14	4	8
Managerial	8%	18	55	8	6	5
Clerical, sales	3%	17	61	10	3	6
Craftsmen, foremen	8%	12	51	16	3	10
Other manual, service	9%	16	44	13	6	12
Farmer, farm laborer	10%	10	64	2	2	12
Family income						
Under $5,000	7%	9	51	11	5	17
$5,000 - $6,999	5%	20	47	12	6	10
$7,000 - $9,999	9%	15	52	11	3	10
$10,000 - $14,999	7%	20	51	14	5	3
$15,000 or over	4%	21	51	13	3	8
Users	6%	21	51	14	4	4
Nonusers	8%	13	48	11	5	15

Q. A-8

"Here is a list of words and phrases which might be used to describe people who work in the hotel/motel industry. Please look over the list and pick out all the phrases which fit your impressions of the kind of person who works in a hotel or motel."

1 Attractive, good looking
2 Interested in being of service to other people
3 Don't seem to care much about people
4 Friendly, helpful
5 Intelligent
6 Hard-working
7 Get along well with people
8 Lively, pleasant
9 Hard-drinking, high-living

(continued on next page)

	1	2	3	4	5	6	7	8	9
Total U.S. public	20%	47	11	65	21	34	54	32	3
Men	21%	44	11	65	21	30	53	34	5
Women	19%	50	10	64	21	38	54	29	1
Age									
18 - 29 years	23%	54	13	70	21	34	59	38	4
30 - 39 years	17%	46	9	65	19	35	55	28	3
40 - 49 years	19%	50	14	66	26	41	54	33	2
50 - 59 years	20%	44	6	72	25	39	59	38	3
60 years or over	19%	39	8	52	18	25	43	23	3
Education									
High school incomplete	19%	42	9	55	19	29	45	23	4
High school complete	22%	56	11	77	22	39	59	39	3
Some college	19%	45	13	65	24	36	63	37	2
Family composition									
No children	19%	44	9	61	20	33	49	29	3
Children under 18 years	21%	50	12	68	22	35	58	34	3
With teenagers (12-17)	17%	48	12	67	24	33	54	36	4
Occupation of chief wage earner									
Professional	21%	48	15	65	21	44	55	37	2
Managerial	20%	52	7	70	23	43	64	37	2
Clerical, sales	20%	49	11	70	21	30	60	32	1
Craftsmen, foremen	21%	47	9	69	25	35	58	34	2
Other manual, service	16%	45	13	62	20	30	49	28	6
Farmer, farm laborer	5%	52	2	59	10	28	40	28	2
Family income									
Under $5,000	21%	42	11	52	19	32	41	25	5
$5,000 - $6,999	12%	46	10	64	24	30	52	28	3
$7,000 - $9,999	25%	49	8	68	22	35	59	36	1
$10,000 - $14,999	19%	55	11	77	21	35	64	33	2
$15,000 or over	22%	50	16	68	24	41	61	44	2
Users	20	53	12	74	22	37	63	37	2
Nonusers	20	44	10	59	20	31	48	28	4

Q. A-8
(continued)

10	Humble, lowly, servile	14	Gracious, courteous
11	Sophisticated	15	Slow, give poor service
12	Influential in the community	16	None
13	Expect too much in tips	17	No opinion

	10	11	12	13	14	15	16	17
Total U.S. public	7%	5	5	18	46	8	1	17
Men	7%	5	7	17	43	8	1	16
Women	8%	6	4	18	48	8	1	19
Age								
18 - 29 years	8%	9	5	14	53	9	1	10
30 - 39 years	8%	4	5	17	40	8	0	16
40 - 49 years	5%	5	7	20	50	10	1	15
50 - 59 years	9%	6	6	22	48	5	0	13
60 years or over	6%	2	4	17	37	7	*	32
Education								
High school incomplete	8%	4	4	16	34	6	*	27
High school complete	7%	6	7	16	56	7	1	9
Some college	7%	6	6	22	52	13	*	11
Family composition								
No children	6%	5	4	18	42	8	1	21
Children under 18 years	9%	5	6	17	49	8	*	13
With teenagers (12-17)	8%	4	9	18	50	7	0	16
Occupation of chief wage earner								
Professional	10%	11	8	14	49	14	1	10
Managerial	6%	6	7	15	56	9	0	11
Clerical, sales	3%	5	3	23	58	7	3	9
Craftsmen, foremen	7%	4	5	17	45	5	*	16
Other manual, service	6%	4	5	20	37	9	0	21
Farmer, farm laborer	14%	2	3	10	36	3	0	16
Family income								
Under $5,000	8%	5	3	18	36	7	1	30
$5,000 - $6,999	9%	6	8	18	46	5	*	18
$7,000 - $9,999	7%	5	5	17	47	9	0	15
$10,000 - $14,999	6%	4	6	18	51	9	1	6
$15,000 or over	5%	9	5	18	58	11	0	6
Users	6%	6	6	18	53	9	1	6
Nonusers	8%	5	5	18	40	7	1	24

Composition of The Sample (Teenagers)

	Number of Respondents
Total teenagers	622
Boys	277
Girls	345
Education	
8th - 10th grade	507
11th, 12th	112
Occupation of chief wage earner	
White collar	197
Blue collar	297
Farmers, other	77
Future plans	
Take a job	160
Vocational or 2 year college	126
Enter 4 year college	218
Other	127
Family income	
Under $5,000	104
$5,000 - $6,999	107
$7,000 - $9,999	130
$10,000 - $14,999	142
$15,000 or over	77

Note: Where the number of respondents adds to less than the total, small subgroups or "not reported" are not shown.

"From what you know or have heard, how would you rate the hotel/motel industry as one in which to have a permanent job or career -- one of the best industries, above average, average, below average, or one of the worst industries in which to have a permanent job or career?"

	One of the Best	Above Average	Average	Below Average	One of the Worst	No Opinion
Total teenagers	6%	17	54	15	5	3
Boys	10%	16	52	14	5	3
Girls	4%	18	55	15	4	4
Education						
8th - 10th grade	7%	18	53	14	4	4
11th, 12th	5%	15	54	16	8	2
Occupation of chief wage earner						
White collar	4%	18	56	17	3	2
Blue collar	7%	17	56	11	5	4
Farmers, other	12%	14	46	19	6	3
Future plans						
Take a job	10%	20	49	15	3	3
Vocational, 2 year college	5%	12	62	13	4	4
Enter 4 year college	4%	19	53	18	5	1
Other	7%	15	55	10	6	7
Family income						
Under $5,000	14%	15	44	14	8	5
$5,000 - $6,999	9%	15	52	16	5	3
$7,000 - $9,999	4%	15	58	16	4	3
$10,000 - $14,999	2%	24	54	13	2	5
$15,000 or over	5%	14	64	16	1	0

Q. B-3

"What about a part time or summer job -- do you think the hotel/ motel industry is one of the best industries, above average, average, below average, or one of the worst industries in which to have a part time or summer job?"

	One of the Best	Above Average	Average	Below Average	One of the Worst	No Opinion
Total teenagers	11%	22	48	11	4	4
Boys	12%	21	48	11	4	4
Girls	11%	23	48	12	3	3
Education						
8th - 10th grade	12%	21	48	12	3	4
11th, 12th	8%	27	49	10	4	2
Occupation of chief wage earner						
White collar	6%	21	58	11	2	2
Blue collar	12%	22	47	10	5	4
Farmers, other	19%	23	33	19	1	5
Future plans						
Take a job	15%	21	45	11	4	4
Vocational, 2 year college	10%	18	53	14	3	2
Enter 4 year college	9%	26	51	10	2	2
Other	9%	20	44	12	7	8
Family income						
Under $5,000	19%	24	40	10	2	5
$5,000 - $6,999	7%	19	55	12	3	4
$7,000 - $9,999	9%	23	44	15	6	3
$10,000 - $14,999	9%	19	55	10	2	5
$15,000 or over	9%	26	47	14	4	0

"Have you ever been on a tour behind the scenes at a hotel?"

	Yes	No	Not Reported
Total teenagers	7%	91	2
Boys	5%	93	2
Girls	9%	90	1
Education			
8th - 10th grade	7%	91	2
11th, 12th	4%	94	2
Occupation of chief wage earner			
White collar	7%	92	1
Blue collar	6%	92	2
Farmers, other	11%	88	1
Future plans			
Take a job	5%	94	1
Vocational, 2 year college	8%	91	1
Enter 4 year college	8%	91	1
Other	6%	90	4
Family income			
Under $5,000	7%	92	1
$5,000 - $6,999	6%	92	2
$7,000 - $9,999	7%	93	0
$10,000 - $14,999	5%	92	3
$15,000 or over	10%	89	1

"Here is a list of words and phrases which might be used to describe people who work in the hotel/motel industry. Please look over the list and pick out all the phrases which fit your impressions of the kind of person who works in a hotel or motel."

1 Attractive, good looking
2 Interested in being of service to other people
3 Don't seem to care much about other people
4 Friendly, helpful
5 Intelligent
6 Hard-working
7 Get along well with people
8 Lively, pleasant
9 Hard-drinking, high-living

(continued on next page)

	1	2	3	4	5	6	7	8	9
Total teenagers	19%	58	8	74	22	38	64	40	3
Boys	18%	52	9	71	20	34	62	34	3
Girls	20%	63	7	75	23	41	65	45	4
Education									
8th - 10th grade	19%	58	7	73	22	40	64	40	4
11th, 12th	21%	57	11	74	22	28	64	43	3
Occupation of chief wage earner									
White collar	14%	63	7	78	20	37	68	40	3
Blue collar	21%	54	7	70	21	36	62	39	3
Farmers, other	25%	55	13	71	30	48	57	42	5
Future plans									
Take a job	20%	61	8	77	21	39	67	44	4
Vocational, 2 year college	23%	58	10	75	25	36	63	43	4
Enter 4 year college	20%	63	9	75	22	40	66	39	3
Other	17%	47	4	66	20	37	58	35	4
Family income									
Under $5,000	24%	44	11	68	21	38	58	31	6
$5,000 - $6,999	15%	57	5	72	21	31	61	44	2
$7,000 - $9,999	22%	53	9	72	24	34	63	36	4
$10,000 - $14,999	19%	64	8	72	22	44	67	41	3
$15,000 or over	13%	69	10	79	24	41	65	50	3

Q. B-5
(continued)

10	Humble, lowly, servile	14	Gracious, courteous
11	Sophisticated	15	Slow, give poor service
12	Influential in the community	16	None
13	Expect too much in tips	17	No opinion

	10	11	12	13	14	15	16	17
Total teenagers	10%	10	7	15	51	7	*	6
Boys	12%	9	8	15	47	8	*	8
Girls	9%	11	7	16	55	6	*	4
Education								
8th - 10th grade	11%	9	7	13	51	7	*	7
11th, 12th	9%	15	10	24	50	5	0	3
Occupation of chief wage earner								
White-collar	10%	11	6	15	56	5	0	3
Blue collar	9%	10	8	14	48	8	*	8
Farmers, other	11%	14	7	15	45	7	1	7
Future plans								
Take a job	14%	5	8	12	50	8	1	4
Vocational, 2 year college	12%	14	9	22	52	9	0	4
Enter 4 year college	7%	15	6	17	57	6	0	3
Other	9%	7	6	11	43	4	1	14
Family income								
Under $5,000	14%	11	5	18	33	9	0	8
$5,000 - $6,999	8%	5	10	12	48	7	0	10
$7,000 - $9,999	10%	15	9	15	55	7	1	5
$10,000 - $14,999	9%	10	6	10	57	6	1	5
$15,000 or over	9%	14	6	23	58	9	0	1

Q. B-6

"How interested would you be in getting more information about jobs in the hotel/motel industry -- very interested, fairly interested, not too interested or not at all interested?"

	Very Interested	Fairly Interested	Not Too Interested	Not At All Interested	No Opinion
Total teenagers	7%	29	29	30	5
Boys	7%	25	31	30	7
Girls	7%	32	27	30	4
Education					
8th - 10th grade	7%	30	29	29	5
11th, 12th	5%	25	30	34	6
Occupation of chief wage earner					
White collar	5%	24	33	34	4
Blue collar	7%	31	27	28	6
Farmers, other	14%	34	21	24	7
Future plans					
Take a job	7%	33	27	27	6
Vocational, 2 year college	11%	33	23	28	4
Enter 4 year college	5%	24	36	31	4
Other	6%	28	25	33	8
Family income					
Under $5,000	14%	31	17	31	7
$5,000 - $6,999	10%	30	27	30	3
$7,000 - $9,999	6%	27	26	31	10
$10,000 - $14,999	1%	29	34	31	4
$15,000 or over	4%	24	44	27	1